

## ACME MARKETS

**O LOCATIONS WITH 1 UNIVERSAL PACKAGE MERCHANDISER:**

- R. J. REYNOLDS REPRESENTATIVES WILL RETAG AND LOAD FIXTURES BASED ON REVISED PLAN-O-GRAMS.
- RJR MAINTAINS TOTAL TOP SECTIONS FOR PROMOTIONAL ITEMS AND LEGEND BRANDS.
- PHILIP MORRIS WILL TAG THEIR BRANDS, BASED UPON ALLOCATED SPACE.
- TARGET DATE: MID-MAY 1995.

**O SELF-SERVICE AND NON-SELF-SERVICE CARTON FIXTURES:**

- PHILIP MORRIS WILL RE-PLAN-O-GRAM FIXTURES BASED UPON REVISED AUTHORIZATION STARTING AT THE THIRD SHELF.
- R. J. REYNOLDS WILL CONTINUE TO MAINTAIN TOP TWO SHELVES.

**O AUTHORIZED POINT OF SALE**

- R. J. REYNOLDS WOULD HAVE ONE (1) FULL PRICE AND ONE (1) SAVINGS POS, ALONG WITH LEGEND.
- PHILIP MORRIS WOULD HAVE ONE (1) FULL PRICE AND ONE (1) SAVINGS POS TO BE ATTACHED TO CANOPY.
- TARGET DATE: MID-MAY 1995.

**O LOCATION WITH TWO (2) UNIVERSAL PACKAGE FIXTURES.**

- PHILIP MORRIS WILL INSTALL THEIR FIXTURE AND REPLACE ONE (1) R. J. REYNOLDS FIXTURE.

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- PHILIP MORRIS WOULD TAG AND LOAD INDUSTRY ON THEIR FIXTURE.
- R. J REYNOLDS WOULD LOAD RJR FIXTURE, BASED UPON REVISED PLAN-O-GRAM.
- RJR AND PHILIP MORRIS WOULD BOTH HAVE 50% OF LOCATIONS AT THE EXPRESS CHECKLANE. ATTACHED IS LIST OF LOCATIONS WITH TWO (2) UPMS. RJR NO. 1 LOCATION IN STORES 1 THROUGH 34.

**O LEGEND FLOOR DISPLAY**

- SHOULD BE RE-PRESENTED TO ALL MANAGERS FOR THE PURPOSE OF PLACING ACME'S BRAND ON SELF-SERVICE.

*Frank Pelczar  
Buyer, Acme Mkts.*

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